

## CHAPTER V

### CONCLUSSIONS AND RECOMMENDATIONS

In this chapter, the conclusions drawn from the explanations in the previous chapter as well as recommendations that can be useful for interested parties are presented.

#### 5.1 Conclusions

1. The result of this research shows that there is an influence of price perception (X1) on the decision to use Spotify Premium application (Y). This is indicated by a significance value of 0,000 means it is very significant and the coefficient value of price perception ( $\beta$ ) is 0,048 with a positive value. This means that every time price perception increasing, the decision to use Spotify Premium application will increase or vice versa.
2. The result of this research also shows that there is no influence of advertising perception (X2), audio quality perception (X3), music download perception (X4), and unlimited skip perception (X5) on the decision to use Spotify Premium application (Y). This is indicated by a significance value of 0,234 means it is not significant.
3. This research also finds new findings, namely that if seen partially through the results of multiple linear regression analysis, the music download perception variable (X4) has an influence on the decision to use Spotify Premium application (Y). This is indicated by a significance value of 0,048 with a positive value, means it is significant and if music download perception increasing, the decision to use Spotify Premium application will increase or vice versa.

## **5.2 Recommendations**

### **1. Academic**

Due to the limitation of this study about the influence of advertising perception, audio quality perception, music download perception, and unlimited skip perception on the decision to use Spotify Premium, more comprehensive research using another variable is needed to understand the factors that encourage free users to subscribe to Spotify Premium.

### **2. Practical**

The features currently offered by Spotify Premium are not attractive enough to encourage Spotify Free users to subscribe, so that Spotify needs to upgrade their features. Moreover, the advice given to Spotify is that Spotify needs to maintain the price packages it already has, such as the mini, individual, duo, family, and student subscription package, as well as increasing the number of package variants according to segment or the target market that Spotify wants to address. Because the result of this research shows that price perception has influence on the decision to use Spotify Premium.

### **3. Social**

The findings of this research show the factors that influence the decision to use Spotify Premium application. This evidence can be used as a reference in marketing strategies and understanding consumer behavior. In addition, similar premium applications may attract in more paying users by implementing the strategies discussed in this study into practice.